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AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

Please cancel claims 20 and 21 without prejudice.

Listing of Claims:

1. (Currently Amended) A method for providing a wireless device with context sensitive information related to a theme, the method comprising:

synchronizing a network with the theme, the network comprising a source of context sensitive information and at least one port for receiving a request for context sensitive information from the wireless device and for distributing context sensitive information;

requesting the context sensitive information by contacting the at least one port of the network with a communications port of the wireless device; and,

providing to the wireless device through the at least one port a signal comprising the requested context sensitive information, where at least requesting occurs only when the wireless device is in very close proximity or in physical contact with the at least one port.

2. (Original) The method of claim 1, wherein synchronizing comprises starting a showing of a pre-recorded media.

3. (Original) The method of claim 1, wherein the source of context sensitive information comprises a database.

4. (Original) The method as in claim 3, wherein the database is reachable through the Internet.

5. (Original) The method as in claim 1, further comprising notifying a user of the wireless device of the availability of the context sensitive information.

6. (Original) The method as in claim 5, wherein the notifying comprises producing a visible icon.

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7. (Original) The method as in claim 1, wherein the context sensitive information comprises at least one of a movie clip, a music title, promotional information, contest information and advertising.

8. (Original) The method as in claim 1, wherein a user of the wireless device receives the context sensitive information using one of: a mobile telephone, a personal digital assistant (PDA), a pager, and a computer comprising a wireless communications interface.

9. (Currently Amended) An apparatus for providing a wireless device with context sensitive information related to a theme, the apparatus comprising:

a device for synchronizing a network with the theme, the network comprising a source of context sensitive information and at least one port for receiving a request for context sensitive information from the wireless device and for distributing context sensitive information; wherein the at least one port is adapted for providing to the wireless device a signal comprising the context sensitive information, wherein the at least one port is disposed in association with at least one of specific goods and merchandise, where at least requesting occurs only when the wireless device is in very close proximity or in physical contact with the at least one port.

10. (Original) An apparatus as in claim 9, wherein the at least one port comprises an infrared (IR) communications port.

11. (Original) An apparatus as in claim 9, wherein the at least one port is adapted for using low power radio frequency tags.

12. (Original) An apparatus as in claim 9, wherein the at least one port implements a short messaging service protocol.

13. (Original) An apparatus as in claim 9, wherein the at least one port implements a Bluetooth protocol.

14. (Currently Amended) An apparatus as in claim 9, wherein the context sensitive information material comprises information that is at least one of: instructional; diagnostic; price related; performance related; specification related; and, schedule related.

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15. (Currently Amended) An apparatus as in claim 9, wherein the context sensitive information material comprises at least one of a movie clip; a music title; advertising material; and, promotional material.

16. (Currently Amended) A method for providing a wireless device with context sensitive information related to an operation of an apparatus, the method comprising:

providing an apparatus comprising a network linked to at least one sensor, a source of context sensitive information, and at least one port for receiving a request for context sensitive information and for distributing the context sensitive information;

monitoring the operation of the apparatus with the at least one sensor to produce operational data;

contacting the at least one port with the wireless device to request the context sensitive information, where at least contacting occurs only when the wireless device is in very close proximity or in physical contact with the at least one port;

using the operational data to select context sensitive information; and

providing the context sensitive information to the wireless device through the at least one port.

17. (Original) A method as in claim 16, wherein a communications protocol for the at least one port is a Bluetooth protocol.

18. (Original) A method as in claim 16, wherein the monitoring comprises operating a processing unit.

19. (Currently Amended) An apparatus adapted for providing a wireless device with context sensitive information related to the operation of the apparatus, the apparatus comprising:

a processing unit for synchronizing a network with the apparatus, the network comprising a source of context sensitive information and at least one port for receiving a request for context sensitive information and for distributing context sensitive information; wherein the at least one

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port is adapted for providing to the wireless device a signal comprising the context sensitive information, wherein the apparatus comprises an appliance and the context sensitive information includes data from a sensor of the appliance, where at least requesting occurs only when the wireless device is in very close proximity or in physical contact with the at least one port.

20. (Canceled).

21. (Canceled).

22. (Original) An apparatus as in claim 19, wherein the source comprises a remote database reachable through the Internet.

23. (Currently Amended) A method for receiving context sensitive information with a wireless device, the method comprising:

contacting a network with the wireless device, the network comprising a source of context sensitive information and at least one port for receiving a request for context sensitive information from the wireless device and for distributing context sensitive information; wherein the network is synchronized with a theme, wherein at least contacting occurs only when the wireless device is in very close proximity or in physical contact with the at least one port; the network

communicating with the wireless device through the at least one port; and,

downloading the context sensitive information to the wireless device.

24. (Original) The method as in claim 23, wherein a protocol for the communicating comprises the Bluetooth protocol.

25. (Original) The method as in claim 23, wherein a protocol for the communicating comprises an infrared (IR) communications protocol.

26. (Original) The method as in claim 23, wherein a protocol for the communicating comprises a protocol adapted for using low power radiofrequency tags.

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27. (Original) The method as in claim 23, wherein a protocol for the communicating comprises a short messaging service protocol.

28. (Currently Amended) A wireless device for receiving context sensitive information, the device comprising:

a wireless communications port for communicating with a network, the network comprising a source of context sensitive information and at least one port for receiving a request for the context sensitive information from the wireless device and for distributing the context sensitive information; the network being synchronized with a theme; wherein the wireless device receives the context sensitive information through the wireless communications port, wherein the wireless device communicatively couples with the wireless communications port only when the wireless device is closely adjacent to or in physical contact with the wireless communications port.

29. (Original) A wireless device as in claim 28, wherein the wireless device waits for a command to accept or reject a download of the context sensitive information before downloading the context sensitive information.

30. (Original) A wireless device as in claim 28, wherein a user of the wireless device provides a command to accept or reject a download of the context sensitive information.

31. (Original) The wireless device as in claim 28, wherein a protocol for the wireless communications port comprises the Bluetooth protocol.

32. (Original) The wireless device as in claim 28, wherein a protocol for the wireless communications port comprises an infrared (IR) communications protocol.

33. (Original) The wireless device as in claim 28, wherein a protocol for the wireless communications port comprises a protocol adapted for using low power radio frequency tags.

34. (Original) The wireless device as in claim 28, wherein a protocol for the wireless communications port comprises a short messaging service protocol.

35. (Currently Amended) A method for providing a wireless device with context sensitive information related to a showing of a movie, the method comprising:

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synchronizing a network with the showing of the movie in a movie theater, the network comprising a source of context sensitive information and at least one port for receiving a request for context sensitive information from the wireless device and for distributing context sensitive information;

requesting the context sensitive information only by having contacted the at least one port of the network in a touching or nearly touching engagement with a communications port of the wireless device; and,

providing to the wireless device through the at least one port a signal comprising the requested context sensitive information.

36. (Original) The method as in claim 35, further comprising notifying a user of the wireless device of the availability of the context sensitive information.

37. (Original) The method as in claim 35, wherein the notifying comprises producing a visible icon.

38. (Original) A method as in claim 35, wherein the context sensitive information comprises at least one of a movie clip; a music title; advertising material; and, promotional material.

39. (New) A method as in claim 16, wherein the apparatus is deployed at a retail site.

40. (New) The apparatus as in claim 19, wherein the appliance comprises at least one of a freezer, a refrigerator, a stove, a microwave, a garbage disposal, a washing machine, a furnace, a boiler, and a clothes dryer.

41. (New) The method as in claim 23, wherein very close proximity communication comprises short range wireless communication between the wireless device and the at least one port.

42. (New) The method as in claim 23, wherein the wireless device contacts the network at a retail center.

43. (New) A wireless device as in claim 28, wherein the wireless communications port is located in a kiosk.

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44. (New) The method as in claim 35, wherein the at least one port comprises a plurality of ports, each port being located in proximity to a different theater audience seat.